The proposed rule making is making a big mistake to confuse and intermingle content and transport. This is the big flaw of the past.

The success of the Internet was based on having clear layers of seperation (TCP/UDP, IP, physical layer). The most important one is the independence of content from transport. That seperate allows for infinite innovation and reduces the chance of stifling monopolies.

To make the Internet into a content service will be to kill the goose that lays the golden eggs.